

Rep Order# 6839731 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 12:36 PM 1 of 7

EC'd Yes Last Received: 08/08/2012 2:24 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 694 Agency C/P1/P2/E 11/27/694
Buyer Stephanie Maroney Flight Dates 10/30/2012 - 11/05/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

-- CONTRACT COMMENT --

CLIENT: AMERICAN CROSSROADS SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$37,925
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	2	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
	4	F	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
	5	M	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	7	W	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	8	TH	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
	9	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
	16	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	10/30-10/30	1	1	1	\$125.00	
	17	W	430A-5A	WAVY NEWS-430A<	:30	\$125.00	10/31-10/31	1	1	1	\$125.00	
	18	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	11/01-11/01	1	1	1	\$125.00	

Station WAVY-TV NORFOLK, VA.
Advertiser () .AMERICAN CROSSROADS
Product American Crossroads
Estimate# 694
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/694
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	F	430A-5A	WAVY NEWS-430A<	:30	\$125.00	11/02-11/02	1	1	1	\$125.00	
	20	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	
	21	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
	22	SA	7A-8A	WAVY NWS SAT7A	:30	\$400.00	11/03-11/03	2	1	2	\$800.00	
	23	SU	6A-7A	WAVY NWS SUN6A	:30	\$300.00	11/04-11/04	1	1	1	\$300.00	
	24	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	11/04-11/04	1	1	1	\$400.00	
	25	SU	8A-9A	SUN TODAY-NBC	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	26	TU	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
	27	W	9A-10A	TODAY SHW2-NBC	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	28	TH	9A-10A	TODAY SHW2-NBC	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	29	F	9A-10A	TODAY SHW2-NBC	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	30	M	9A-10A	TODAY SHW2-NBC	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	31	TU	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
	32	W	10A-11A	TODAY SHW3-NBC	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
	33	TH	10A-11A	TODAY SHW3-NBC	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
	34	F	10A-11A	TODAY SHW3-NBC	:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
	35	M	10A-11A	TODAY SHW3-NBC	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	

Rep Order# 6839731 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 12:36 PM 3 of 7

EC'd Yes Last Received: 08/08/2012 2:24 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm () PHILADELPHIA
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 694 Agency C/P1/P2/E 11/27/694 Salesperson Phone# 215-567-6005
Buyer Stephanie Maroney Flight Dates 10/30/2012 - 11/05/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	36	TU	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
	37	W	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	10/31-10/31	1	1	1	\$150.00	
	38	TH	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
	39	F	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	11/02-11/02	1	1	1	\$150.00	
	40	M	12P-1P	WAVY NEWS10-NN<	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
	41	TU	1P-2P	DAYS-OUR LIVES	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
	42	W	1P-2P	DAYS-OUR LIVES	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	43	TH	1P-2P	DAYS-OUR LIVES	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	44	F	1P-2P	DAYS-OUR LIVES	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	45	M	1P-2P	DAYS-OUR LIVES	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	46	TU	2P-3P	DOCTORS<	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
	47	W	2P-3P	DOCTORS<	:30	\$150.00	10/31-10/31	1	1	1	\$150.00	
	48	TH	2P-3P	DOCTORS<	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
	49	F	2P-3P	DOCTORS<	:30	\$150.00	11/02-11/02	1	1	1	\$150.00	
	50	M	2P-3P	DOCTORS<	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
	52	W	3P-4P	MAURY POVICH<	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	

Rep Order# 6839731 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 12:36 PM 4 of 7

EC'd Yes

Last Received: 08/08/2012 2:24 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 694
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/694
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	TH	3P-4P	MAURY POVICH<	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
	54	F	3P-4P	MAURY POVICH<	:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
	55	M	3P-4P	MAURY POVICH<	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	56	TU	4P-5P	ANDERSON<	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
	57	W	4P-5P	ANDERSON<	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
	58	TH	4P-5P	ANDERSON<	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
	59	F	4P-5P	ANDERSON<	:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
	60	M	4P-5P	ANDERSON<	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	61	TU	5P-530P	WAVY NEWS10-5<	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
	62	W	5P-530P	WAVY NEWS10-5<	:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
	63	TH	5P-530P	WAVY NEWS10-5<	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
	64	F	5P-530P	WAVY NEWS10-5<	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
	65	M	5P-530P	WAVY NEWS10-5<	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
	66	TU	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
	67	W	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
	68	TH	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
	69	F	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	

Rep Order# 6839731 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 12:36 PM 5 of 7

EC'd Yes Last Received: 08/08/2012 2:24 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 694 Agency C/P1/P2/E 11/27/694 Salesperson Phone# 215-567-6005
Buyer Stephanie Maroney Flight Dates 10/30/2012 - 11/05/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	70	M	530P-6P	WAVY10NWS-5.30<	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
	71	TU	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	72	W	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	74	F	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
	75	M	6P-630P	WAVY NEWS10-6<	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	76	TU	730P-8P	INSIDER<	:30	\$600.00	10/30-10/30	1	1	1	\$600.00	
	77	W	730P-8P	INSIDER<	:30	\$600.00	10/31-10/31	1	1	1	\$600.00	
	78	TH	730P-8P	INSIDER<	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
	79	F	730P-8P	INSIDER<	:30	\$600.00	11/02-11/02	1	1	1	\$600.00	
	80	M	730P-8P	INSIDER<	:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
	81	TU	11P-1135P	LATE NEWS	:30	\$800.00	10/30-10/30	1	1	1	\$800.00	
	83	TH	11P-1135P	LATE NEWS	:30	\$800.00	11/01-11/01	1	1	1	\$800.00	
	85	M	11P-1135P	LATE NEWS	:30	\$800.00	11/05-11/05	1	1	1	\$800.00	
	86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
	87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	11/04-11/04	1	1	1	\$800.00	
	88	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	

Rep Order# 6839731 Ver# 1 Status New Traffic Order# Printed: 08/23/2012 12:36 PM 6 of 7

EC'd Yes Last Received: 08/08/2012 2:24 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm () PHILADELPHIA
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 694 Agency C/P1/P2/E 11/27/694
Buyer Stephanie Maroney Flight Dates 10/30/2012 - 11/05/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	89	W	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	90	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	91	F	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	92	M	1135P-1235A	TONITE SHW-NBC<	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	93	SA	1130P-1A	SAT NITE LIVE	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	

--REPORT TOTALS--

Report Totals: 83 / \$37,925.00

--SALES MONTHLY TOTALS--

Nov 12: 83 / \$37,925.00
Sales Totals: 83 / \$37,925.00
Station Totals: 83 / \$37,925.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$102,500 CATV 0% WAVY 37% WGNT 0% WPXV 0% WTKR 27%
WTVZ 0% WVBT 13% WVEC 23%

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

EC'd Yes Last Received: 08/08/2012 2:24 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () CROSSROADS MEDIA	Rep Firm
Advertiser () .AMERICAN CROSSROADS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
Product American Crossroads	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 694	Agency C/P1/P2/E 11/27/694	
Buyer Stephanie Maroney	Flight Dates 10/30/2012 - 11/05/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CREDIT RISK ---

CASH IN ADVANCE